



## Association E-Newsletter New business is just a click away!

The BIA Update is a bi-weekly electronic newsletter featuring events, education, association & industry news, and government affairs information. Over 600 BIA members refer to it for event registrations and news updates every other Monday\*.

As an advertiser, you would be the *exclusive* sponsor of your Issue. Your ad will appear just below the masthead, visible on most e-mail preview screens!

### BIA Update 2010 E-mail Schedule

Please select the date(s) that you want your ad to run. Dates are awarded on a first-come-first-served basis. Deadline for materials and space reservation is two days before the e-mail date.

✓	Date	✓	Date	✓	Date	✓	Date
	January 4		January 19*		February 1		February 16*
	March 1		March 15		March 29		April 5
	April 19		May 3		May 17		June 1*
	June 14		June 28		July 5		July 19
	August 2		August 16		August 30		September 13
	September 27		October 11		October 25		November 8
	November 22		December 6		December 20		

*\*If the normal Monday publication date falls on a holiday, the BIA Update will go out the next day. Dates with an asterisk are Tuesdays.*

### Advertising Rates & Specs

Ad Size	Rate: 1 Issue	Rate: 2 Issues	Rate: 3 Issues	Rate: 4 Issues	Rate: 5 Issues	Rate: 6 Issues	One-time set-up fee (if BIA creates ad)
1.25" high x 7" wide (800 px x 150 px)	\$150	\$285	\$425	\$550	\$675	\$750	\$75

Acceptable file formats: \*.jpg, \*.bmp, \*.pdf, \*.eps, \*.ai, \*.tif.

### 2010 BIA Update Advertising Reservation

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Number of issues: \_\_\_\_\_ Amount: \$ \_\_\_\_\_ Promo code: \_\_\_\_\_

Payment Method:  Check  Visa  MasterCard Card Exp. Date: \_\_\_\_\_ Sec. code: \_\_\_\_\_

Card Account #: \_\_\_\_\_ Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit this form with payment to:

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For more information, contact Kylee Bowman at (717) 569-2674 or Kylee@LancasterBuilders.org